

‘ENTREPRENEURSHIP’: A NEW HORIZON OF WOMEN EMPOWERMENT

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Abstract: The topic of women empowerment is a matter of debate in the national front. The national as well as state government came to realize that women empowerment is not an end in itself but a key to the national progress. To empower them and enhance the status of the women in the society, government has given greater importance on skill development training and entrepreneurship development program. Now there are several institutional arrangements both in the center and state level like nationalized banks, state financial and Industrial Corporation, voluntary agencies to protect and provide congenial environment for the development of women entrepreneurship. This study was conducted on 120 women entrepreneurs from five fields like Parlour, Boutique, Tailoring, Applique and Pattachitra. The data were collected from three costal districts of Odisha like Puri, Cuttack and Khordha. The study shows that entrepreneurship is an effective way of women empowerment and also a means to the economic growth of the country.

Index Terms - Women empowerment, Entrepreneurship, Training, Economic growth.

1. INTRODUCTION

The Women empowerment is the centre of attraction of all, including intelligentsia, academicians and policy makers. Now women issues have received tremendous attention in the planning circle, intellectual discussion and forums not only at the national level but at the global platform. The planning commission of the government of India realized that economic development of a country can take place only when women are brought to the main stream of economic development. The government of India is now giving more importance on women education which will pave the way for women empowerment. Education helps them to be aware of their rights, make themselves empowered in the family and earned a dignified place in the society. In the last few decades, due to the recent trends of modernization, industrialization, women education, problem of acute unemployment and government motivation women are coming out of their restricted zones and joining more and more in entrepreneurship world. Women now like to be self employed and be their own boss. As a result, the contribution of women to the country's economic growth is now significant. Women presence in business world, which previously dominated by male member of the society, now add to the overall development of the national economy. Now women are joining in each and every field and proving their talent. These steps give them psychological satisfaction and imbibe a deep sense of achievement to create their enhanced identity in society. Government of India in recent years has been very pro active regarding women and in order to increase their status, government has given greater importance on women education, skill development training and entrepreneurship development programs. Government came to realize that entrepreneurship is a way to develop confidence of women, prove their efficiency and generate a dignified status in the society. In addition it is a way to bring about a change in the attitude of society towards women. It has a greater ability to make positive impact on the women empowerment through their personal, social and economic changes. However in spite of all governmental and non-governmental help the status of women in the society in Odisha is not satisfactory. In order to throw a light on women empowerment, this study on the topic "Entrepreneurship is a new horizon of women empowerment" was conducted.

2. OBJECTIVE

The study was conducted with the following objectives:

1. To study the socio-economic profile of the women entrepreneurs.
2. To study the business dimensions and employment opportunities created by them.
3. To study the government policies and cooperation to the women entrepreneur.
4. To find out the constraints they are facing.
5. Suggestions for improvement.

3. RESEARCH METHODOLOGY

The above study was conducted on 120 women entrepreneurs who were engaged in five fields like Parlour, Boutique, Tailoring, Applique and Pattachitra. Three coastal districts like Khordha, Cuttack and Puri were taken in to study. The Pattachitra and Applique are the native art of Puri district. The primary data was collected from the various women entrepreneurs visiting their workshop and outlets. Secondary data was collected from various journals, magazines and paper cuttings. The various methods used for statistical analysis are percentage, mean, rank order correlation, chi-square, phi-value and anova.

4. RESULTS & DISCUSSIONS

4.1. SOCIO-ECONOMIC CHARACTERISTICS OF THE ENTREPRENEURS

As discussed earlier, five enterprises have been covered with total sample of 120 women entrepreneurs. Analysis was made to compare the socio-economic status of the entrepreneurs undertaking Parlour, Boutique, Tailoring, Appliqué and Pattachitra.

4.1.1. Age: The age of entrepreneurs was computed to compare difference if any which yielded the following results.

Table 4.1.1: Average age of sample

Sl. No.	Enterprisers	Average age(yrs)	Rank	Difference (%)
1.	Parlour	41.10	V	-
2.	Boutique	41.80	I	1.67
3.	Tailoring	41.11	IV	0.73
4.	Appliqué	42.12	III	2.42
5.	Pattachitra	41.19	II	0.22

(Difference is calculated taking lowest figure)

As shown in the above table, the average age of Boutique unit owners was comparatively higher than Patachitra, Appliqué, Tailoring and Parlour. The age difference between five categories of respondent was negligible. The difference between highest and lowest age group is 2.42 %. It is therefore concluded that the sample of all five enterprises are almost equal in age.

4.1.2. Education: The educational status of sample groups has been discussed earlier. On the basis of score value, the difference among five groups of entrepreneurs was compared.

Table 4.1.2: Education status of sample

Sl. No.	Enterprisers	Average Educational status (mean score)	Rank
1.	Parlour	1.28	II
2.	Boutique	1.32	I
3.	Tailoring	1.05	III
4.	Appliqué	0.93	V
5.	Pattachitra	1.01	IV

As shown in table, on family educational status the owners of Boutique units stand first followed by Parlour, Tailoring and Pattachitra and Applique. The inference is that members of high educational status

families prefer Boutique and Parlour as these two enterprises are more concerned with educated customers. The enterprise Tailoring is an old profession. The enterprise like Pattachitra and Applique being caste based, the education of the family is not considered much like other enterprises in establishment of units. Except Pattachitra, the educational status of other groups is at par.

4.1.3. Caste : Caste as a factor has influence on kinds of enterprises. The score analysis of caste factor on the basis of relative importance is presented in table given below.

Table 4.1.3: Caste status of the sample

Sl. No.	Enterprisers	Average caste status (mean)	Rank	Difference (%)
1.	Parlour	1.98	I	5.05
2.	Boutique	1.98	I	5.05
3.	Tailoring	1.94	III	3.09
4.	Appliqué	1.97	II	4.56
5.	Pattachitra	1.88	IV	

As discussed earlier, the sample do not contain SC and ST social category. Since all samples belong to general or OBC category, the five categories of enterprisers are almost equal on caste factor.

4.1.4. Status of Family size: As discussed earlier, family size have been categorised in to three groups like up to 5, 6 – 10, 11 & above members per family. The differences in size of family of the five entrepreneurs are given below.

Table 4.1.4: Status of Family size

Sl. No.	Enterprisers	Average family size status (mean)	Rank	Difference (%)
1.	Parlour	0.36	V	
2.	Boutique	0.43	II	1.62
3.	Tailoring	0.42	III	1.42
4.	Appliqué	0.42	IV	1.42
5.	Pattachitra	0.48	I	2.50

The difference on status of family size is almost negligible as all sample categories live in same social environment. Since small sized family is the rule of the day, no difference is observed among sample category in this respect.

4.1.5. Family type: The status of samples on family type is compared as shown in table below. They prefer to maintain joint family system as has been shown in table.

Table 4.1.5: Status of Family type

Sl. No.	Enterprisers	Average family type (mean)	Rank	Difference (%)
1.	Parlour	0.54	III	-
2.	Boutique	0.60	II	10.00
3.	Tailoring	0.60	II	10.00
4.	Appliqué	0.62	I	12.90
5.	Pattachitra	0.62	I	12.90

Except Parlour, other four categories are at par in the status of family type. In other words, the five categories of entrepreneurs do not differ on type of family status.

4.1.6. Earning Member: The status of size of earning members per family is an economic indicator. The score analysis in this regard is presented in table below.

Table 4.1.6: Average earning Member

Sl. No.	Enterprisers	Average family earning member (mean)	Rank	Difference (%)
1.	Parlour	0.65	-	
2.	Boutique	0.82	I	20.73
3.	Tailoring	0.68	IV	4,41
4.	Appliqué	0.79	II	17.72
5.	Pattachitra	0.77	III	15.58

As revealed in table, highest number of earning members per family is observed in case of Boutique entrepreneurs followed by Appliqué, Patachitra whereas lowest in case of Parlour. The parlour owners irrespective of caste and religion factor earn money for livelihood through business.

4.1.7. Occupation: Occupation of the samples was observed to be business and in some case in addition to service. The occupational status of the entrepreneurs is shown in table.

Table 4.1.7: Occupational status of the samples.

Sl. No.	Enterprisers	Average occupational status (mean)	Rank	Difference (%)
1.	Parlour	0.64	I	54.68
2.	Boutique	0.53	III	45.28
3.	Tailoring	0.53	III	45.28
4.	Appliqué	0.56	II	48.21
5.	Pattachitra	0.29	V	

As seen in table the lowest occupational status is observed in case of Pattachitra enterprise and highest with Parlour. The difference is as high as up to 56.68%. There exists a significant difference among the samples on occupational status.

4.1.8. Annual family Income: The status of samples on annual family income has been compared as shown in table below.

Table 4.1.8: Annual income (in lakhs)

Sl. No.	Enterprisers	Average family annual income (in lakhs)	Rank
1.	Parlour	1550.62	I
2.	Boutique	863.33	II
3.	Tailoring	779.69	III
4.	Appliqué	394.88	V
5.	Pattachitra	746.75	IV

The annual family income of the sample belonging to five different enterprises was analysed. The result revealed that highest annual income is found with sample of Parlour units followed by Boutique, Tailoring, Pattachitra and Applique units. The Parlour business is up coming in all cities and towns of the state. Moreover, the customers of Parlour are rich and come from well-to-do families. Therefore, Parlour enterprise tops the list in annual family income.

4.1.9. Training: The status of samples on training factor is compared as shown in table below. The training under study refers to training on particular enterprise to which one belongs.

Table 4.1.9: Training

Sl. No.	Enterprisers	N	Training status	%	Rank
1.	Parlour	25	24	96.00	I
2.	Boutique	29	16	64.00	V
3.	Tailoring	25	21	84.00	II
4.	Appliqué	16	12	75.00	IV
5.	Pattachitra	25	20	80.00	III

The results reveal that in training the status of the sample of boutique is lowest and Parlour is the highest. The training achievement varies from 64% to as high as 96%. These five enterprises are training intensive because of involvement of super skill. The inference is that in enterprises like Parlour, Boutique, Tailoring, Appliqué and Pattachitra are highly skilled jobs. In case of Applique and Pattachitra, the enterprisers are trained from early age as these are family and caste-based occupation.

4.1.10. Experience: Comparison was made among the five types of enterprises about experience that they have in their respective enterprises.

Table 4.1.10: Experience

Sl. No.	Enterprisers	Average Experience (mean)	Rank
1.	Parlour	0.73	II
2.	Boutique	0.67	V
3.	Tailoring	0.69	IV
4.	Appliqué	0.79	I
5.	Pattachitra	0.78	III

As revealed in result, the highest score is observed in case of Appliqué enterprise and lowest in case of Boutique. The difference is due to starting of units at different times only. Moreover, experience of the sample increases with growing of units.

4.1.11. Socio-economic characteristics and Business performance: The analysis was made to find out difference if any, owing to kind of enterprises or socio-economic parameters.

Table 4.1.11: Anova

Sl. No.	Sources of variation	SS	d.f	MS	'F' Value
1.	Entrepreneurs	127.30	4	31.82	2.04
2.	SS Error	403.31	10	1107.69	
3.	SS Total	276.01	14	1234.94	

Calculated value: 2.04

Tabulated value: 5.96

The Anova table reveals that 'F' is not significant at 1% level. In other words, type of enterprise and socio-economic parameters hardly depend on each other to expand business volume. The external factors only play important role in business performance.

4.2. BUSINESS DEVELOPMENT AND EMPLOYMENT OPPORTUNITIES

4.2.1. Investment: Comparing the investment, business development and employment opportunities of the enterprises of Parlour, Boutique, Tailoring, Applique and Pattachitra, the following results were obtained.

Table – 4.2.1: Investment over the years

Sl. No.	Enterprisers	Average Investment (Lakhs)	Rank
1.	Parlour	1654.82	III
2.	Boutique	2115.25	I
3.	Tailoring	975.97	IV
4.	Applique	96.22	V
5.	Pattachitra	1691.01	II

A look at table reveals that highest investment is observed in case of Boutique enterprise followed by Pattachitra, Parlour, Tailoring and Applique in order. Boutique being much skilful, entrepreneurs need more investment so also Pattachitra which is completely handicraft product.

4.2.2. Profit over the years: The profit status of all enterprises when compared yielded the following results.

Table 4.2.2: Profit over the years

Sl. No.	Enterprisers	Profit (Lakhs)	Rank
1.	Parlour	1465.33	IV
2.	Boutique	1902.97	II
3.	Tailoring	2418.88	I
4.	Applique	6.38	V
5.	Pattachitra	1738.00	III

Profit per unit in case of Tailoring was found to be highest followed by Boutique, Pattachitra, Parlour and Applique. However, Tailoring being popular enterprise, its profit was found to be highest.

4.3. GOVERNMENT ASSISTANCE & COOPERATION

To promote the enterprise government of Odisha has opened different schemes and programs. It is observed that some of them availed the benefit whereas, some do not. The information given in table below reveals the situation.

Table 4.3.1: Kind of government assistance

Sl. No.	Kinds of govt. Assistance	Parlour	Boutique	Tailoring	Applique	Pattachitra	Mean
1.	Monetary help	-	-	-	7	-	1.40
2.	Material help	5	11	9	-	5	6.00
3.	Tax benefit	-	-	-	1	-	0.20
4.	Any other	-	-	-	2	-	0.40

In case of Parlour, Boutique, Tailoring and Pattachitra, government provides raw materials at cheaper rate to promote the industry. In case of Applique, monetary incentives are provided where as in case of Applique tax benefit is given to the producers.

4.3.1. Government policy: The reaction of sample about policy of government to promote the enterprise was studied in terms of very much helpful, helpful and not helpful.

Table 4.3.1: Government policy (N=79)

Sl. No.	Govt. policy	Parlour	Boutique	Tailoring	Applique	Pattachitra	Average score
1.	Very much	6	15	12	3	12	9.60
2.	Helpful	14	16	2	14	20	13.20
3.	Not helpful	5	5	4	8	8	6.00
	Mean score	1.00	1.24	0.72	1.56	1.60	1.22

Results reveal that entrepreneurs of Pattachitra realised benefits of government policy followed by Boutique entrepreneurs, Applique workers, Parlour unit and Tailoring unit in order. All the enterprise realizes the benefit of government in assisting them to promote the business.

4.4. PROBLEMS & CONSTRAINTS

The problems of entrepreneurs with respect to management, finance and raw materials were observed to be as:

Table 4.4.1: Problems & constraints

Sl. No.	Problems & constraints	Parlour	Boutique	Tailoring	Applique	Pattachitra	Mean
1.	Management	9	9	12	4	6	8.00
2.	Finance	4	2	5	5	9	5.00
3.	Raw materials	3	11	4	2	9	5.86

The results indicate that sample experience constraints maximum in case of management, followed by availability of raw materials and finance. These problems are common with all enterprises.

5. CONCLUSION

The study shows the entrepreneurship is an important dimension of empowering women in Odisha. With increasing educational opportunity, giving financial assistance, market facilities, developing self-employment programs, training, subsidies, new schemes and organizing workshop and conducting research programs, women are to be brought to the main stream of development and motivated to join in business in large numbers. Despite few weaknesses, involvement of women in entrepreneurship paves the way for women empowerment which also helps to solve the problem like unemployment and poverty. They adopt a new role and should recognize clearly, how society structures their perceptions. It encourages them to think independently and put challenges on the gender business and discriminations. In-spite of various essential and promotional facilities provided by the government, the women of Odisha still needs further exposure in social front.

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